

MASS COMMUNICATION COURSE MODULES

A compelling narrative has the power to impact lives. Bring light to important topics, curate the big idea to effect change, and shape the way your community thinks, all with the skills you'll pick up in the most established media course in Singapore – the Diploma in Mass Communication (MCM).

With a comprehensive curriculum ranging from print, online and broadcast journalism to advertising, public relations, radio, TV and social media, you'll learn how to effectively use all media platforms to tell the stories that need to be heard.

A Strong Foundation in Media

During the first year, you will learn about the fundamentals of media writing, digital media, reporting and communications, and pick up skills on radio and video production. In your second year, you will be exposed to areas such as digital journalism and marketing, content marketing, research and user experience design. You will develop your skills in top-notch purpose-built facilities that include TV and radio studios, and media labs.

Real-world Exposure

In your final year, you will be trained to be your own boss! You will learn the skills of managing a media business, including identifying business opportunities, and understanding applications of data analysis and visualisation. You will hone and integrate your skills and knowledge through a capstone project where you will get to work with real clients. You may find yourself screening your documentary at an international film festival, reviewing restaurants and plays, interviewing or taking photographs of celebrities, producing programmes for national TV or radio, or pitching advertising and public relations campaigns to multinational companies as part of your homework.

You will also get a chance to go on six-month local or overseas internships with industry leaders such as Mediacorp, Singapore Press Holdings, Sony Pictures Entertainment, Wunderman (US) and Myriad Pictures (US). Alternatively, you could intern with m:idea, where you will pitch for business and deliver editorial, design, photography, public relations, advertising, digital media, TV and radio production services to clients.

LEVEL 2.1

Content Marketing

This module familiarizes students on the different types of content and how these can be used to create compelling and immersive stories for brands. They will be taught to develop, organise and implement a content marketing strategy to fit the relevant consumer journey of their target. Students will also learn about the ideation process which leads to the creation of strategic and effective content for various platforms.

Digital Journalism

Going beyond the printed page, students learn to write concise, sharp and SEO-friendly copy and produce multimedia packages. They will also learn to debunk misinformation using digital tools and promote their content on social media.

Marketing & Media Research

This module focuses on the understanding of research methodology with an emphasis on various market and media research methods. Students are exposed to the basic principles of data analysis encompassing big data and data visualization. They also learn to appreciate and identify the values of research ethics.

Studio Production

This module is a continuation of Video Production that is designed to help students acquire skills and techniques in both multi-camera studio and single camera production to produce programmes in various genres. Students learn and explore different treatments for content to be re-purposed for TV and multiple media platforms to engage different audiences.

User Experience Design

This module builds upon Digital Media Fundamentals and aims to provide students with an array of skills to conceptualise and create successful digital user experiences. Students will be introduced to web design concepts, user interface considerations, and interactive media strategies. They will develop an appreciation of user-centric, iterative development processes – a lifelong skill valuable in any product or service project in their media careers.

LEVEL 2.2

Contemporary Media Issues 2

This module engages students in examining media issues and practices in society with references to media concepts that focus on analysis of media content production and distribution, the application of psychology and ethics to the media environment. It aims to sensitize and engage students to critically analyse and evaluate a range of media issues, and their implications at within and across countries.

Digital Marketing

The module aims to equip students with a strategic framework used by industry practitioners on social media campaigns of Fortune 500 companies. Students will learn strategies to sidestep potential crises and unlock the potential of social networking platforms and innovations such as Facebook, Twitter, data mining, location-based services and regional bar camps. These will enable them to read market sentiment for products, drive advertising and PR campaigns virally, build brand loyalty, and engage users to co-create and contribute content to media owners like press and broadcast companies.

News & Feature Writing

Students build on their skills from Fundamentals of Reporting and learn how to craft engaging and compelling narratives in styles acceptable for publication in both newspapers and magazines. They will also learn to appreciate the ethics and realities of working as journalists in Singapore, by applying skills of managing roles and editorial processes to produce a magazine.

Radio Production 2

Students will expand and refine their audio production skills as well as their radio DJ on-air presentation skills. They will explore digital production and editing, practise content research and interview techniques, and write for various types of radio programmes. Students are also taught how to manage panel discussions, talk shows, phone-in segments and "live" radio presentations.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2 . 1 (22 hours per week)	
Content Marketing	4
Digital Journalism	4
Marketing & Media Research	4
Studio Production	4
User Experience Design	4
Interdisciplinary Studies (IS) elective ^	2
Level 2 . 2 (20 hours per week)	
Contemporary Media Issues 2	4
Digital Marketing	4
News & Feature Writing	4
Radio Production 2	4
Career & Professional Preparation II	2
Interdisciplinary Studies (IS) elective ^	2

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to www.np.edu.sg/is/

IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.